

THE MACLEOD TIMES

John Dillingham, Publisher
S. Dillingham, Editor and Manager.

A weekly newspaper printed and published at Macleod, Alberta every Thursday.

(Independent in Politics)

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THURSDAY, FEB. 21st, 1929

UNUSED BRAIN POWER

In the course of an interview lately, Sir Arthur Keith commented on the relation between the size of the brain and brain power. It is well known, he said, that many men of genius had been possessed of brains below the normal weight, and mentioned Anatole France, and Jeremy Bentham, whose brains were notably undersized. While the size of the head is no true indication of ability, the evidence of evolution proves that the increase in the brain has been accompanied by an increase in ability.

Sir Arthur's studies have led him to the conclusion that men of genius employ only about fifty per cent of their brain capacity, while the rest of us get along with twenty to thirty per cent.

It is encouraging to know that small-brained men have made marks for themselves in the world, and that all the prizes do not automatically, or anatomically, crown the massive heads; the determination of the individual to utilize latent power would seem to be the important factor in the achievement of something out of the ordinary.

We common folk must somehow learn to use a larger proportion of our brain cells, for, some day the

IN THE LENS OF LIFE
By
Macleod's
Little Foto

BABY'S friends and your friends can buy anything you can give them—except your photograph.

Make the appointment to-day



Macleod
PHOTO
SERVICE
PHONE 64
MACLEOD

geniuses will discover the trick, and we shall then be left hopelessly in the rear of the procession. A few people profess to understand Einstein's theory of relativity and time-space, but it is claimed to be impossible to explain it in language that the ordinary man can comprehend. Where, then, would our poor understanding be if Einstein's brain were working to its full capacity? And again, just when we have painfully arrived at the mental heights from which we can visualize the electron madly whirling in the invisible atom, we are now told that the electron is an intangible thing bound up in some mysterious way with radiation, and quanta, and our bewilderment is enlightened by the explanation that quanta is a particle of energy multiplied by time.

To bridge the chasm between mediocrity and genius, all that is necessary is to harness the energy of the neglected brain cells and turn the power thus generated into creative thought. If mid-Victorians could have been told of the uses to which electricity is put today, they would have laughed at the prediction as a fantastic dream. The next fifty years will see the development of psychology on a scale compared with which our present state is analogous to the mid-Victorians with regard to applied sciences.

CANADIAN GARDENING SERVICE

The sun is getting higher, the days longer, and soon the snow will disappear. The seed catalogues have been distributed and it is time to plan for the garden work ahead. A beautiful display of flowers and an abundance of crisp tender vegetables are within the reach of all although in too many cases, and particularly where there is plenty of room, as in the small town and on the farm, gardening is often neglected. But there is really no mystery about it and very little work. Moreover, most of this work, even the cultivation, will really be a pleasure or, at all events, good healthy exercise. Only a small outlay of cash is required. A few tools, a little fertilizer, a plan and a couple of dollars worth of seeds will supply the table with flowers to please the eye and vegetables to gladden the palate from early June until November. The old-fashioned back-yard of chips, dust, and weeds

is replaced with a smooth, velvety lawn, leading up to beds of flowers which in turn screen the less beautiful, but very practical, vegetable garden.

Planning the Garden

A garden plan is essential. It will save time, space, and worry. Now, while the evenings are still long and the ground is frozen under the snow, is the time to make this plan. Where the garden is large, a full year's supply of vegetables can be easily produced and the rows in this case should be wide enough to permit horse cultivation. This will mean that vegetables of ordinary size, such as carrots, beets, lettuce and spinach should be at least thirty inches apart, while the spreading sorts and taller ones, such as cucumbers, tomatoes, potatoes, and corn should have from three to four feet. On the farm, or in the village garden it will not be necessary to worry about crowding of space by inter or double cropping and narrow rows. When the early crops, such as lettuce, spinach, peas, radish, and the host of other delicacies which are ready in from three weeks to a couple of months after planting, are harvested the best thing to do is to put in a crop of clover or some quick and close growing thing which will keep the weeds down and may be plowed under later for fertilizers. Whenever possible, garden experts advise running the rows north and south so that the sunshine will be more evenly distributed. Melons, squash, cucumbers and other trailing plants are better grown along a fence or on sloping ground so that the fruits will be dry and mature evenly. Tomatoes should be staked. This staking is often considered too much trouble but it will repay labor and other expense many times over, not only in more northerly latitudes where there is risk of an early frost and tomatoes normally only ripen two or three weeks out of five, but also in the warmest districts of Canada where the stalked fruit always ripens first and is, therefore, much more valuable, and it is always cleaner. The vegetable garden may be made

more attractive by planting a few showy flowers, such as zinnias, poppies, marigolds, and calliopsis around the edges. Here also should be grown those flowers for cutting purposes, like sweet peas, salpiglossis and other plants, the foliage of which is not particularly attractive. The bright flowers will relieve the solid green of the vegetables, and those grown for filling the vases will do better under vegetable garden conditions.

Laying Out Flowers
Straight rows, which are so essential in making an attractive vegetable garden, must be immediately abandoned when one starts laying out the space which will be devoted to flowers. It is only in the most elaborate and expensive formal gardens which were imported from Holland by the wealthy, years ago, that straight lines are approved. The amateur is warned against them and is urged wherever possible to use curves and plant in clumps. Of course, where space is limited and the straight lines forming the boundaries of a very rigid and very permanent concrete walk, house wall, or garage, it is a very difficult thing to have the back line of the flower-bed made in sweeping curves, but this can be disguised usually by a wavy front and irregular heights of flowers planted in clumps in front. To get best results, use clumps of one variety and color with the smaller sorts usually along the front, the medium heights toward the centre, and taller flowers near the back. Just to prevent any hint of formality, bring a few of the taller clumps a little more forward than the others here and there. Among the smaller sorts, may be listed alyssum, ageratum, lobelia, tagetes and dwarf marigolds. There are hundreds of flowers which fall in the medium class, but if one wants advice along this line he can choose petunias, an-

Empress Theater
Current Attractions

KING OF ROMANCE HAS POPULAR ROLE AGAIN—AUDIENCE ACCLAIM RETURN OF JOHN GILBERT TO DASHING TYPE IN LATEST PICTURE, "THE MASKS OF THE DEVIL"

The most romantic artist on the screen is back again with his most popular type of picture.

John Gilbert is again the dashing Romeo of "Flesh and the Devil" and "Love" in his new starring picture, "The Masks of the Devil" which comes Friday and Saturday to the Empress Theatre.

Upon the skeleton framework of a novel by one of the world's greatest popular authors, Jakob Wassermann, Metro-Goldwyn-Mayer has built a photoplay as modern as the fashions of the year after next. No expense has been spared to produce this picture on a scale that equals any production of the season. The sets are all ultra-modern in design. The clothes are advanced fashions on winter and next spring. The director, Victor Seastrom, has handled the megaphone on many of M-G-M's biggest and most successful productions.

Has All-Star Cast
Practically every member of the cast has had his name separately featured or starred in electric lights over the marquee of every American motion picture theatre.

Theodore Roberts, the grand old man of the movies, was persuaded to come out of retirement to play the role of Gilbert's friend and adviser. His presence alone in a motion picture means that it is worth seeing. Ralph Forbes, who plays Gilbert's rival, played the lead in "The Trail of '98" and has a host of admirers all over the country. Alma Rubens, who plays the role of Gilbert's mistress, has been starred in more than a dozen motion pictures. Even Frank Reicher, who plays her husband, was for years a well-known director and has great prestige on the legitimate stage as well.

With these players, Director Victor Seastrom has drawn a powerful and compelling drama laid against the background of present-day Vienna with its exotic surroundings, beautiful women and marvelous scenery.

EMPERESS THEATRE MONDAY—TUESDAY—WEDNESDAY—WHAT THE TRADE AND DAILY PRESS HAS TO SAY ABOUT "FOUR SONS"

"Picture is splendid entertainment."—New York Herald Tribune.
"Four Sons" a deeply moving picture."—New York Evening World.
"William Fox has another 'Over the Hill'."—New York Times.
"Four Sons" is a beautiful production."—New York Journal.
"John Ford has evolved a masterpiece."—Zita.
"The greatest film Ford has ever made."—Exhibitors Herald and Moving Picture World.
"Biggest box office attraction Fox ever made."—London, Eng., Evening Dispatch.
"Four Sons" is a triumph for John Ford."—Hollywood Citizen.
"A human story photographed with rare beauty."—Los Angeles Herald.
"A picture to which Fox can point with pride."—Los Angeles Examiner.
"One of the screen's truest and greatest classics."—Philadelphia Evening Ledger.
"One of finest pictures Philadelphia has seen."—Philadelphia Evening Bulletin.
"Strums beautiful melodies on the heart strings."—New York Morning Telegraph.
"Miss Mann's playing of the big role is a miracle of unaffected naturalness."—Variety.
"Will flutter the heart and water the eye of the sterner sex."—N. Y. Daily News.
"It will go down in film history as one of the screen's best."—Photoplay Magazine.



Packed in vacuum tins to preserve aroma and flavor. Get a tin and try it.

MACLEOD TRAIL RANGERS DEFEAT GRANUM

On Wednesday, after school hours, the Macleod United Trail Rangers visited Granum to play a friendly hockey match with the youngest players of that neighboring town and won by a score of 2-1. Mayor McDonald and Rev. Knight driving the players to Granum for the game.

The Macleod players were a deal heavier than their opponents but this did not hinder the fast play for youth. Jim Nash, the Macleod centre man, was the outstanding player for the visitors, while W. Field was the Granum star. The first period was scoreless, although both goalies had lots of work. For the second period a pretty solo rush by Jim Nash put Macleod one up. This young player gives promise of reaching the professional line. In the third stanza Nash assisted by McDonald put Macleod two up. All the time the Granum boys were raising the black flag at the Macleod goal barrier, "Shorty" Crosson, in the third period the Granum boys were fighting hard and a few minutes before the bell W. Field notched Granum's only counter. In the last period the Granum boys could not pierce the Macleod defence, McNab and Young, and the score stood 2-1 in favor of Macleod. There was but one penalty handed out during the game, C. Conroy of Macleod referring to the satisfaction of all. A return game is looked for as soon as the roads are open.

Moderns travel about so much that about the only localism left is a haircut.

BURNETT'S is just that much BETTER.

SIR ROBERT BURNETT'S
OLD TOM GIN LONDON DRY GIN

ESTABLISHED 1770

"TRY A NIP TONIGHT"

Grant's
BEST PROCURABLE
Scotch Whisky

BOTTLED & GUARANTEED BY
William Grant & Sons Ltd.
PRODUCE OF SCOTLAND

The Original Label—look for it at the Vendor's and insist on GRANT'S "BEST PROCURABLE"

This advertisement is not published or displayed by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

A
Two-Sided
Story

Following is a letter that appeared in a Western newspaper, written by one of its readers. There is information in it for storekeepers: "Your paper is always boosting that home-town buying is the right thing, for if everybody bought away we would not have a town very long. In your editorial a week or two ago you said there would be less buying from catalogues if every merchant would advertise, because it is advertising that keeps the catalogue men going. Well, I believe that's right too, but one thing I would like to see all the local merchants do, and there are more who think the same, and that is for them to print the prices as much as they can in their advertising. And I also think that if the prices are going up they should say so and tell why, if they know. These times we all have to bite our nicks, or most of us, and we certainly don't like the idea of prices going up on staples particularly, and not a word about it till you reach the store. I am not an advertising expert, but I know what I would like to see in my local paper along that line and that is a lot of genuine information about goods and prices every week. Then we should feel better and if we were being fairly treated there would be less sending away. I hear this talked about a lot, so thought I would write you."

Mr. Merchant, tell your
message to the people
of this town and
vicinity in
"The Times"

"Northern" Rubber Footwear

For general outdoor work and the utmost in foot comfort ask for "NORTHERN" Boots and Lumbermen. Waterproof—Coldproof.

"A Rubber for Every Purpose."

Tan Elk Leather
Top, Brown Duck
Bottom, Rolled
Edge Sole, Solid
Heel.

The "Prospector"
LOOK FOR THE TRADE MARK
THE
NORTHERN
RUBBER CO.
LIMITED

A complete range of "Northern" Boots and Rubbers is on hand to meet your needs—at

Granum Trading Co.
GRANUM, ALBERTA

Fir Lumber

Staple stock on hand (rough or dressed). Special orders promptly filled.

Firewood -- Slabs -- Posts

MILL AT BEAVER CREEK — PRICES RIGHT

JOHNSON BROS.

P. O. Box 130

Macleod, Alberta

Granum—G. D. Radke, Agt. Brocket—Bosserberry Bros., Agts.
Macleod—Alex McLeod, Agt. Meadow Creek—A. C. Watson, Agt.

Now obtainable,
**WALKER'S
Old Rye
WHISKY**
The Government Guarantees the Age
The name "Walker" Guarantees the Quality

In
40 oz. and 25 oz.
oval-shaped
bottles

Write to our Montreal Office,
517 Phillips Sq.,
for one of our
FREE PATENT WALL
BOTTLE-OPENERS

**HIRAM WALKER & SONS
LIMITED**
DISTILLERS AND HEAD OFFICE:
WALKERVILLE, CANADA
ESTABLISHED 1888
Distillers of
**"CANADIAN CLUB"
AND
"Imperial"
Rye Whisky**

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"The Times" for the Best Commercial Printing

MACLEOD PHOTO SERVICE—
TYPIFYING IN ITS NEW
QUARTERS ONE OF THE
MOST UP-TO-DATE PHOTO
STUDIOS IN THE PROVINCE
BOTH AS TO EQUIPMENT AND
ARTISTIC EXCELLENCE IN
FINISHED PORTRAITURE—H.
V. CLARKE, THE PROPRIETOR,
IS AN AUTHORITY ON MOD-
ERN PHOTOGRAPHY BOTH AS
TO THEORY AND IN PRA-
CTICE

Macleod Photo Service as housed
in its new quarters next to the Em-
press Theatre exemplifies the art
of photography carried through its
different stages with the latest and
most modern equipment in premises
built for the purpose, and under the
supervision of a master photo-
grapher—introducing Mr. H. V.
Clarke, the proprietor and moving
spirit of this up-to-date enterprise—
and considering these fortuitous
circumstances it is not surprising
that highest excellence in the finish-
ed product is attained here in suc-
cessful practice of an artistic pro-
fession.

The art of photography, which
was introduced by Daugere nearly
a century ago, has, within that
period developed from a mechanical
trade to a scientific art and the
photographer of today must be a
person of advanced ideas and
thorough training to compete with
finished photographers. Mr. Clarke
has made an intensive study of this
interesting profession and has never
permitted an opportunity to pass
whereby he might improve his
technique.

Equipment and Processes
Starting with the camera room,
where all portraiture is initiated,
the dimensions of the room are
20x30 feet, with large double slant
north skylight, the camera used for
portraiture is the latest model
Eastman, with an F4.5 Wollensack
portrait lens. The dressing room
leads directly into camera room.
After an inspection of the camera
room we were shown through the
work rooms and laboratories. This

The New Vogue in Community Silver

This factory is keeping up
with the times, and has
produced startlingly beau-
tiful creations in colored
handles, and fancy con-
tainers. The illustration
shows a set of Salad Forks
in the new cases in book
form, at \$8.25.

We have a full line of
Community Silverware.

John T. Doney
Jeweler

is a revelation to the average per-
son, who is apt to think of a photo-
grapher's equipment as a camera,
a couple of trays, and a sink. The
developing laboratory, or what is
sometimes referred to as the dark
room, is anything but dark, as it is
all finished in white, though the
lights used when handling sensitive
material is a red—the white walls
reflecting this light to such an ex-
tent as to make it seem quite bright.
In this room are two stoneware
tanks of 24 gallons capacity each,
and one wooden tank of 50 gallons,
the smaller tanks containing the
developing and fixing solutions and
the larger one water to wash. These
tanks are used to develop, fix, and
wash roll film. The tank method
of developing is used exclusively as
the results are more uniform.

Perhaps it would give a better
idea of the care necessary and
amount of time expended in finish-
ing a roll of film if we go back and
start at the front shop momentarily
—Here we are in the front—a
customer brings in a roll of film to
be finished. Name is ascertained
and written on the film. In the
summer season there will be on busy
days perhaps two or three hundred
films and perhaps not more than
two or three rolls will belong to the
same person. Mrs. Smith will not
want to get Mrs. Jones's prints so
there is an elaborate system of
numbering to identify each order.
The film is first entered on the
books and a number given to it
which is marked in heavy black
figures on the roll. When a quan-
tity are entered and numbered they
are sent into the developing room.
Here they are stripped of the pro-
tective paper, and the number that
was written on the roll is now again
written on the film proper, and
heavy clips placed on each end then
hung up on a rack which holds
from 6 to 12 rolls of film according
to size. When this rack is full it
is lowered into the first of the tanks
—the developing tank—here it will
remain in constant agitation for 15
to 20 minutes depending on the
temperature of the developing solu-
tion. When fully developed it is
transferred to the wash tank to be
rinsed for a few moments and is
then transferred to the second or
fixing tank, where the films clear
and the images on them are fixed
permanently. This process takes 15
or 20 minutes, after which the rack
is again transferred to the wash
tank for a final washing to remove
all trace of chemicals, this taking
about 30 minutes. When washed the
rack is taken out and hung up, the
films are removed from the clips
and swabbed with damp cotton
batting to remove surplus water
and prevent drying marks. They
are then hung up to dry, which is
hastened by means of a powerful
fan. After the strip films are dry
they are removed from the drying
cabinet and sorted according to
sizes and taken into the printing
room. This room contains two
printing machines for the roll film,
and the portrait printer is also
here. The roll film may be printed
from the strips or singly. In front
of the printers are paper cabinets
where the sensitive paper is kept.
The film is placed on the printer
and the grade of paper most suit-
able to make the best possible print
is selected and placed upon the
negatives, the machines automati-
cally switch on the white light ex-
posing the paper and numbering the
sheet at one end and the same opera-
tion. The print is now ready to be
developed, and is passed to the
developer who sits beside the opera-
tor at the printer, and here the print
is developed and transferred to a
stop bath to prevent it get-
ting too dark and then transferred
into the fixing bath, which makes
the print permanent. This bath is
partly on one side of a partition,
partly on the other, by means of a
hole cut through the wall. When
the prints are fixed, which takes
about 15 minutes, they are taken to
the wash-room by the operator and
placed in a washing machine. This
is a very ingenious piece of ap-
paratus built in the form of a re-
volving cage inside a metal tank.
The cage is started to revolve when
the water is turned on by air enter-
ing through an intake into cups on
the end of the washer and which
keep it revolving, which keeps the
prints separated, and insures thor-
ough washing of each. Washing
takes about 30 minutes, but every
batch is tested chemically to make
sure, after washing the prints are
removed and placed upon metal
plates and run through a wringer to
remove surplus water and are then
placed on a rack to dry, which pro-
cess is hastened by a powerful fan.
While the prints are being washed
the films are taken to the finishing
room, cut up and placed in envelopes
numbered as originally. The prints
are now dry, and go from the dry-

YOUNG & CO.

Ladies' Wear Dry Goods

Just Arrived!
For Spring

Smart New Wool Jersey Suits---

Two-piece in green, scarlet, blue, sand and Copen

\$8.95 per suit

Three-piece Suits---

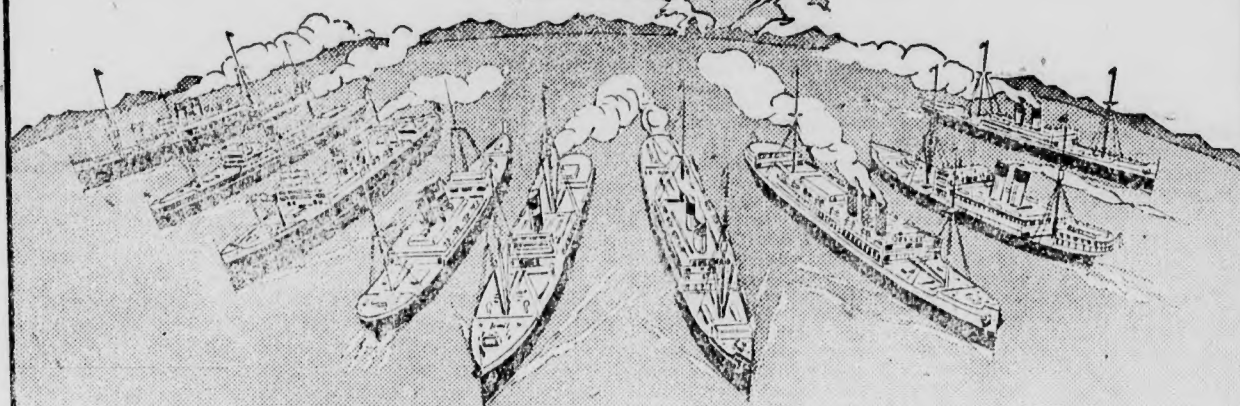
Smart sports styles in contrasting colors

\$13.50 per suit

First Arrival of Spring Coats

Smart navys with mole trimming. Newest designs and
colorings in serviceable tweeds.

Canadas Market - The Empire



ROLL down the map of the world. Follow the British Empire
red through the continents and across the seas. There you
see beckoning markets for Canada—where fewer trade
restrictions intervene, where British tradition is appreciated, where
Canada is known. There we can sell. There we can also buy.

Canada is buying more Empire goods than ever before—things we
cannot grow or make—raw materials for our factories. Since 1922
Canada's imports from Empire countries have increased 67 per cent.
Last year we bought Empire goods to the value of \$250,000,000.

And what is Canada selling the Empire? Last year we shipped
\$500,000,000 worth of our products to other British lands, an increase
of 44.3 per cent. in six years.

The various parts of the Empire want more Canadian goods. A
demand exists among them for Canadian manufactures, or for the
products of Canadian lands or waters. But we must see that our
exports are maintained at a rigid standard, that they are packed as
consumers desire, and that our prices are right.

To encourage this growing Empire trade, eleven of Canada's twenty-
four Trade Commissioners abroad, are working in Empire centres.
They are familiar with the demands of the people among whom they
live. Their services and the information they gather are at the
command of any Canadian producer or exporter. To get into touch
with Trade Commissioners, write the Commercial Intelligence
Service, Department of Trade and Commerce, Ottawa.

When you buy Empire goods, you do a part in making possible
greater Canadian exports to these sister countries. Where we sell,
we must also buy.

THE DEPARTMENT OF TRADE AND COMMERCE OTTAWA

F. C. T. O'HARA, Deputy Minister

Hon. JAMES MALCOLM, Minister

GROCERIA, LTD., OFFICIALS MEET—TWELFTH ANNIVER- SARY OF THE ORGANIZATION CELEBRATED AT BANQUET

Calgary, Feb. 13.—More than 100
employees of Jenkins Groceries,
Limited, drawn from the 27 branches
of the store both in the city and
the country, attended a business con-
vention in the new Elks' building on
Wednesday afternoon and evening.
The session was presided over by
R. Donaldson, while A. C. Messer
acted as secretary.

Discussions concerning the com-
pany's business, such as advertising,
bakery, and welfare, occupied most
of the afternoon, addresses being
given by H. M. Jenkins, president of
the company, Dave Woods, T. Cov-
an, P. Rinn, J. Harper, J. Frisken
and John Ross.

In the evening a banquet was held
to celebrate the company's twelfth
anniversary. Two hundred guests
were present at the dinner, which
was followed by several short ad-
dresses by officials of the company.
H. M. Jenkins traced the history of
the store from its beginning in 1908
until 1918, when the present chain
of stores was established. During
the evening Mrs. M. McEachern
presented a beautiful bouquet of
roses to Mrs. H. M. Jenkins. Toasts
were proposed by R. Donaldson and
J. Harper, while an interesting talk
on personality was delivered by
Emms Reed. Dancing was indulged
in after the banquet.

The programme of music included
vocal selections by Madame M.
Gardiner, George Wallace, and Rob-
ert Donaldson, accompanied at the
piano by Clifford Higgin.

Those Present
Seated at the guest table were:

Mr. and Mrs. H. M. Jenkins, Miss B.
Jenkins, Mr. and Mrs. J. Ross, Mr.
and Mrs. J. Frisken, Mr. and Mrs. D.
McAllister, and Mr. and Mrs. Emma
Reed.

Other guests included: R. Donald-
son, J. Bennett, C. Jenkins, P. Rinn,
A. Wallace, J. Harper, A. McDon-
ald, J. Stephenson, Miss M. Powers,
M. Fralick, J. Harvey, D. Wood, R.
Pritchard, A. Shearlaw, A. C.
Messer, J. Duff, J. Darling.

Country guests were: A. William-
son, C. Fleming, D. Halliday, J.
Morley, C. Allison, J. Coates, W.
Spencer, H. Watherspoon, W. Sand-
ers, W. Knox, E. Mack and J. Gibb.

REGULAR MEETING MACLEOD TOWN COUNCIL

The first meeting of the council
since election was held Monday
night in the Council Chamber.
Mayor J. W. McDonald, K. C., pre-
sided. The Councilors present were
Messrs. Swinerton, Day, Hoodless,
Stevens and Tweed. The three
councillors re-elected, Messrs. Day,
Swinerton and Stevens, having been
sworn in, the regular routine busi-
ness was taken up and disposed of.
The usual monthly grants to the
Macleod Public School and the
Separate School were passed for
payment, also the monthly accounts
as endorsed by the finance com-
mittee were passed for payment.

A. F. Grady made an offer for
25 ft. of lot on the north side of
24th Street, which was referred to
the Works and Property Committee.
The sale of lot 18 on the south
side of 24th street was deferred till next
meeting. Lot No. 13 on the south
side of 21st street East was sold to
Mrs. A. Smith for \$100.00.

YOUR OFFICE SUPPLIES

Good Stationery is the first requirement of course. We
specialize in fine papers and good workmanship.

For your accounting system we can sell you the most
modern Loose Leaf Systems, Binders, Invoices, Ledger
Leaves.

See our samples of Letterheads, Envelopes, Noteheads,
Dance Invitations and Wedding Invitations.

We solicit your business, not alone because we are a local
concern, but because we give you a real service at reason-
able prices.

Call 91, Macleod, or G. C. Shapter in
Granum and we will make a call

"THE TIMES"

BARKER'S STORE

**Ladies', Misses' and Children's
Oxfords, Slippers and Ties**

New Spring arrivals in patent and kid leather.
Colors of brown and black.

Men's Brown Oxfords and Bals.

Men's Black Oxfords and Bals.

**Men's House Slippers from
50c to \$3.00**

Lots of Styles to Choose From

R. T. BARKER

Macleod

Alberta

Free!

**One Admission to
Empress Theatre
Friday, Feb. 22**

All that is needed is a coupon clipped from the Empress Theatre advertisement on the front page of The Macleod Times of February 21st, which with the price of one admission, will admit TWO to the show on that evening. If you are not a subscriber call at the office of The Macleod Times for a free copy of the issue of February 21st. The screen attraction for Friday, February 22, will be—

JOHN GILBERT in His Greatest Starring Vehicle

"Masks of the Devil"

Admission—Children 15c, Adults 45c, or, with coupon two for the price of one admission.

The Empress Theatre pledges 24 shows per year at which these free passes will be effective. A two dollar subscription to The Macleod Times affords 24 free tickets to the Empress Theatre shows—two each month—which means a saving of \$9.60. Subtract your subscription price and it leaves a clear profit of \$7.60—a mighty good investment. Subscribe now and get in for a profit.

Remember—Free Copies of the Issue of February 21st, Containing Coupon, by Calling at Times Office

Mr. R. W. Palmer

Expert Tailor from the

House of Hobberlin

Toronto

Will Be At My Store On

**Monday and Tuesday,
February 25 and 26, 1929**

Showing the latest in Spring and Summer Suits and Overcoats. You are cordially invited to come and inspect this beautiful range of clothing.

J.W. MOREASH

MERCHANT TAILOR

Macleod

Alberta

New Ford Cars

All Models for Immediate Delivery

FROST COP HOOD COVERS

**New Ford 1-2 Ton 12-Speed
Trucks in Stock**

MACLEOD MOTORS

Full-O-Pep

We have just received a very complete shipment in the various sizes of Full-O-Pep Chick Starter, the most popular of all chick foods on the market today. The Quaker people, who make this Chick Food, have a course by mail, extending over a year, on Poultry Raising, embracing lessons on egg production, incubation, brooding, chick feeding, chicken fattening, preparing for market, etc., which is free to anyone wishing to avail himself of it. If you should care to take this course please register your name with us, and we shall see that you are enrolled.

For Rural Schools

We have received a shipment of Dustbane Sweeping Compound which we are selling at \$4.50 per drum. This sweeping compound eliminates the dust nuisance, is a labor saver and an aid to sanitation and healthfulness in the School room. A drum will last for months.

THE WHITE HALL

(OPERATING THE CHILD'S SAVING PLAN)

LOCAL AND PERSONAL NEWS

Leo Noel was a business visitor to Calgary on Monday and Tuesday.

J. D. Matheson, K. C., left on Tuesday's noon train for Calgary on legal business in the city.

R. W. Kellough, Claims Commissioner for the C. P. R., Calgary, was a business visitor in Macleod on Tuesday.

H. W. Bright was present at the annual meeting of the Lethbridge Board of Trade on Saturday night, where he met the Hon. O. L. Macpherson, Minister of Public Works.

Bert Echnier returned on Sunday morning from a visit to Orion, where he was called last week on account of the serious illness of his father, who is farming in that district.

H. V. Clarke is in Calgary this week as the representative of Mountain View Lodge No. 4, I. O. O. F., at the annual meeting of the Grand Lodge of Alberta, which is being held in the Oddfellows' Temple.

Bernard Noel, who has been resident at Kelowna, B. C., for the last two years, arrived in Macleod within the past few days, and while here is the guest of Mr. and Mrs. Leo Noel, the former being his brother.

Hugh Mackintosh left on Monday for Edmonton as one of a delegation from the recently formed Lethbridge Northern Irrigation Ratepayers Association, who are meeting with members of the Government this week at the Parliament Building in connection with irrigation matters.

The Rev. G. A. Gunn, of Calgary, organizer for the Red Cross, was in Macleod on Monday and Tuesday in the interests of the society. He was present at the Town Council meeting on Monday night and also at the Women's Institute meeting on Tuesday afternoon. At both he presented the claims of the society, and promises of consideration were given at both meetings.

Macleod has been practically shut in from the outside districts for the past week. The snow storm of Friday night and Saturday prevented all but the most venturesome getting to town on Saturday, all roads being blocked so far as car traffic was concerned, a few managed to get in by sleighs. Tuesday morning the storm was renewed with a high wind which piled up the snow in deep drifts and made the roads worse than over the week-end. There was at least 6 inches of snow on the level up till Wednesday morning, but now it is drifted and many spots are bare. The bare spots will be welcome feed for the stock out in the open, the long cold spell and the

covering of snow having begun to tell severely on stock.

Mrs. Arthur Young left on Saturday for Calgary, where she will spend several days.

J. A. Panter, C. P. R. Trainmaster, Macleod, was a business visitor at Lethbridge on Monday.

Mrs. Sam Heap is visiting in Calgary this week as the guest of her daughter, Mrs. Goddall.

Dr. M. J. Brayton left on Wednesday morning on a business visit to Calgary.

Mrs. W. V. Price and Mrs. T. Brown are delegates to the Anglican W. A. Convention held in Calgary this week.

O. J. Wood, of the London Life Insurance Company, Macleod, is a business visitor in Calgary this week.

Mrs. James S. Rothney left on Wednesday night for Boston, Mass., for an extended visit with her daughter in that city.

Miss MacGowan, of Calgary, arrived in Macleod on Friday night, paying a brief visit to her father who is at present an inmate of the Macleod Hospital.

Messrs. M. C. Graves and H. Peterson, from the office of Eric Richardson, C. A., Calgary, are in Macleod this week for the yearly audit of the books of Ranch & Co., Ltd.

The Lethbridge Presbytery of the United Church held its sessions in Knox Church, Lethbridge, Tuesday and Wednesday of this week. The representatives of the Macleod United Church were Rev. Knight, and for the lady A. E. Brady.

Mr. Robson, from the Calgary office of the Renfrew Cream Separator Co., is a Macleod visitor this week, looking after the Spring prospects for his company with the Macleod Agents, Humphreys & Ringheim.

Mrs. J. B. Sutherland and Mrs. J. T. Lockhead left on Monday for Calgary to attend the sessions of the Rehoboth Assembly which is meeting in the Oddfellows Temple this week. Mrs. Sutherland is the representative from Mountain View Rehoboth Lodge, Macleod.

Free!—One Admission to Empress Theatre, Friday, Feb. 22nd. All drafts and made the roads worse than over the week-end. There was at least 6 inches of snow on the level up till Wednesday morning, but now it is drifted and many spots are bare. The bare spots will be welcome feed for the stock out in the open, the long cold spell and the

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J. W. McDONALD, K.C.,
Barrister, Solicitor, Notary Public,
Etc.

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Phone 162

DR. W. G. SNODGRASS

Dentist

Late Dr. Kirk's Office Macleod

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**DIRECTORS OF
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**Studebaker
Motor Hearse**

LETHBRIDGE & MACLEOD



A MANICURE in our parlors assures you of well cleansed, well shaped nails. Skill and a polite, painstaking attention gives you the service you appreciate.

**Milady's
Beauty Shoppe**
THE ROYAL PHONE
BANK IS
OPPOSITE
115
MACLEOD,
ALTA.

MACLEOD WOMEN'S INSTITUTE ANNUAL MEETING AND ELECTION OF OFFICERS

The Women's Institute of Macleod held their annual meeting for the election of officers for 1929, in the Parish Hall, on Tuesday afternoon. Before the regular business of the meeting was taken up the Rev. G. A. Gunn, of Calgary, representing the Red Cross Society of Canada, presented the claims of the Society to the members of the Institute, asking the help and support of the Institute for the advancement of the work of the Red Cross Society in Macleod. The meeting promised to take the matter into consideration, and if decided to take hold of this work, they will organize a campaign to bring the interests of the Society to the attention of the residents of Macleod.

Mrs. E. Greenwood, the president of the Institute, presided at the meeting. The election of officers were as follows: President, Mrs. E. Greenwood; 1st Vice Pres., Mrs. R. Perry; 2nd Vice Pres., Mrs. H. C. Winter; Sec.-Treas., Mrs. O. E. Farnell. These were all re-elected. Directors: Mrs. W. Armer, Mrs. J. A. White, Mrs. H. S. Bailey, Mrs. W. J. Ryan; Librarian, Mrs. Ryan; Chairmen of standing committees: Child Welfare and Public Health, Mrs. Griffin; Education and Better Schools, Mrs. R. J. E. Gardiner; Literature, Mrs. E. Whipple; Immigration, Mrs. James Ringheim; Household-Economics, Mrs. E. Saeft; Agriculture, Mrs. J. A. White; National Events and Canadianization, Mrs. W. J. Ryan; Canadian Products, Mrs. J. R. Sutherland. At the close of the meeting refreshments were served.

PROTEIN AND MINERAL SUPPLEMENTS FOR PIGS

Feeding tests conducted at the Dominion Experimental Station, Lacombe, indicate that pigs placed on a ration made up entirely of meals from the cereal grains tend to become unthrifty and, as a result, make slow and comparatively expensive gains as compared with pigs whose rations are properly supplemented. The cereal grains are deficient in both protein and mineral matter. A certain amount of protein for body growth, and mineral matter for bone development must be supplied with the home grown cereals before maximum development of the growing pig can be attained. The addition of skim-milk or buttermilk to a cereal grain ration has been found to be the most satisfactory for supplying the necessary elements for the growth of bone and body but when these dairy by-products are not available, or available in limited quantities only, various combined protein and mineral supplements and mineral mixtures are effective in speeding up gains and cutting down the amount of grain required to produce a hundred pounds of pork.

To obtain data relative to the value of protein and mineral supplements for growing pigs in dry lot, an experiment was conducted at the Lacombe Station during the spring and summer of 1928. Six lots with ten pigs in each were used in this experiment. All lots

UNITED CHURCH SERVICES

Sunday, February 24th, 1929:
11 a. m.—"Emancipation and Adoption."
7:30 p. m.—"The Fearlessness of Jesus."
Rev. J. F. Knight, M. A., B. D., Pastor.

ST. ANDREW'S PRESBYTERIAN CHURCH

Sunday, February 24th, 1929:
Morning Service at 11 a. m.
Evening Service at 7:30 p. m.
Sunday School at 12:15.
Prayer meeting every Wednesday at 8 p. m.
Rev. A. Ferguson, M. A., Minister.

CHRIST CHURCH (ANGLICAN)

Sunday, February 24th, 1929:
11 a. m.—Morning Prayer and Sermon.
12:15 p. m.—Sunday School.
12:15 p. m.—C. G. I. T.
7:30 p. m.—Evangelism and Sermon.
Rev. F. Randall Powell, Rector.

SALVATION ARMY SERVICES

Saturday night services:
7:30 p. m.—Open air service.
8:30 p. m.—Meeting in Salvation Army Hall.
Sunday services as follows:
11 a. m.—Holiness meeting.
3 p. m.—Bible class.
7:30 p. m.—Salvation meeting.
Week night meetings:
Tuesday at 8 p. m.
Thursday at 8 p. m.

Advance Showing of Spring Footwear

We have just received a large new shipment of Murray Maid and Gracia Shoes for Women. Also a full range of Children's Footwear. Styles and patterns for the new season. In this February showing we introduce many new patterns.

Ladies' Patent Pumps

Ladies' Patent Pumps with spike heels, wide variety in plain and strap effect. Sizes 2½ to 7.

\$6.25

Ladies' Brown Oxfords, \$8.25

Ladies' Novelty Oxfords in Lizard two-tone combination in Cuban heel. Practical walking shoe with dress appearance. Sizes 3 to 7½.

Gracia Shoes, \$6.25

Gracia Shoes in one strap and oxfords in patent and kid with Orthopedic Arch support. Combination fitting. Sizes 4 to 7½.



**Misses' Tan Oxfords
\$4.00**

An ideal school shoe with dress appearance. Cushion sole, Good Year welt. Sizes 11 to 2½.

Ladies' Patent Pumps

Ladies' Patent Pumps with Cuban heel and large buckle. Made in the best lasts. Sizes 3 to 7.

\$7.50

Women's Brown Oxfords, \$4.50

Ladies' Oxfords in alligator, fancy tie with self trim. Sensible walking shoe. Sizes 2½ to 6½.

Children's Shoes, \$1.85

Children's Black Patent Shoes with one strap and Panto sole. A shoe that will give good wear. Sizes 4 to 8.



**Black Patent
Pumps, \$4.00**

Exceptional value. A chic shoe with spike heel in patent leather. Sizes 3 to 7.

REACH & COMPANY LIMITED

ALWAYS AT YOUR SERVICE
DRY GOODS, GROCERIES, LADIES' WEAR, BOOTS AND SHOES, MEN'S WEAR, FLOOR COVERINGS, CROCKERY

were self fed the same basic ration consisting of oat and barley chop throughout the 120-day test. In addition, one group received buttermilk, another group tankage, a third group tankage and minerals, a fourth group minerals, a fifth group salt and a sixth group received the meal ration without additions. Buttermilk was fed at the rate of 80 pounds per day, tankage at the rate of 8 per cent of the meal ration and salt mixed with the grain at the rate of 2½ pounds in 100 pounds of grain. The mineral mixture consisting of slacked coal 70 pounds, air slacked lime 3 pounds, salt 20 pounds, and sulphur 1 pound, was available at all times to the third and fourth groups from separate compartments of the self feeders.

The results of this test in terms of dollars and cents, valuing oats at 55 cents per bushel and barley at 75 cents per bushel, show that while buttermilk cost 2 cents per gallon it had an actual value of 11 cents per gallon on the basis of grain saved, and tankage costing \$2.50 per hundred pounds had an actual value of \$12.97 per hundred pounds. The mineral mixture costing 36 cents per hundred pounds had an actual value of \$3.01 on the basis of grain saved and salt costing \$1.80 per hundred pounds had an actual value of \$31.72 per hundred pounds. The gains were made not only more economically but also more rapidly. Of the twenty-two pigs that were not up to 170 pounds at the close of the experiment, 9 or 41.9 per cent were from the lot fed no protein or mineral supplement.

In another test with hogs on good frame nature the results show the buttermilk ration feeding a protein or mineral supplement to be decreased. On the basis of grain saved, valuing feeds and supplements as above, buttermilk had an actual value of 32 cents per gallon tankage an actual value of \$2.77 per hundred pounds and minerals an actual value of \$2.89 per hundred pounds.

WHEN IN DOUBT

"What's the shape of the earth?" asks the teacher, calling suddenly upon Willie.
"Round."
"How do you know it's round?"
"Well," said Willie, "it's square, then. I don't want to start any argument."—Montreal Star.



INSIST upon getting the bread that has proven its right to be served at your house. Don't accept anything else as a substitute. Your food dealer knows that this bread is made in the right way.

**BAWDEN'S
BAKERY**
PHONE 132

Speedway Garage

GAS - OILS - TIRES - ACCESSORIES

PHONE 235

Special Specials in Groceries

Every grocery item sold at the S. E. Gust Groceteria is a special as regards quality and price. In addition you will find each week in this paper and on the Empress Theater screen a list of special specials that give SPECIAL zest to the every-day economical buying of groceries at Gust's—Read these and profit:

Week-End Specials

TOMATOES—15c tin, 7 for \$1.00
PINEAPPLE—No. 2 lge. tins, 15c tin, 7 for 1.00
PLUM JAM—Nelson, per pail45
STRAWBERRY JAM—Kootenay, per pail59
JAP RICE—5 lbs. for55
BUTTER—Tip Top, 2 lbs. for93
TEA—Nabob, 1 lb. pkg.59
ORANGE SPECIAL—Blue Goose, 3 doz.69
FAIRY SOAP—It floats, 7 for50
QUART SEALER TURNIPS—Good and firm, 7 lbs. .25
SUGAR—20 lbs. 1.45

The S. E. GUST STORES, LIMITED

9 NINE OF CANADA'S BEST STORES 9
H. FUNNELL, Manager, - - MACLEOD BRANCH.

AMERICAN MEDICAL ASSOCIATION RECOMMENDS PASTEURIZATION

Pasteurization is the only available means for making milk supplies safe, and approximately one-half of the milk supplies of the cities of the United States are now pasteurized. In this connection please note the following quotation from the Journal of the American Medical Association, October 22nd, 1927, page 1428-29: "Few modern public health measures have so completely won the confidence of sanitarians as the pasteurization of milk. The early prejudice against pasteurization among nutritional experts has largely melted away. Proper pasteurization does not injuriously affect taste, appearance or digestibility; on the contrary, the tendency of heat to make the curd smaller is perhaps an aid to digestion."

It is a matter of satisfaction to us as a dealer in pasteurized milk, to be thus assured by the official Journal of the organized physicians of the United States that the practice of pasteurization has the confidence of sanitarians as a means for preventing disease.

CRYSTAL DAIRY, LIMITED

"The Home of Pure Dairy Products" MACLEOD BRANCH Phone 28 Phone 28

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